

Snehal Mule

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OBJECTIVE

Experienced analyst with 7+ years in market research and automation, eager to drive impact in data and business analytics.

EDUCATION

San Francisco Bay University, Master of Science, computer science

Fremont, CA

ICL'S M. J. College, Bachelor of Science, computer Science

Vashi, India

PROJECTS

Employee Attrition Prediction – Machine Learning Project | San Francisco Bay University

- Built predictive models using IBM HR Analytics dataset (1,470 records, 35 features) achieving 80% accuracy with Random Forest and hyperparameter tuning.
- Performed feature engineering, correlation analysis, and categorical encoding to identify key attrition drivers (age, marital status, income).
- Applied SHAP analysis to translate predictions into actionable HR retention insights.

WORK EXPERIENCE

Merkle

Dec 2012 – Sept 2019

Senior Analyst

Jan 2017 – Sept 2019

- Automated research reports for Fortune 500 clients using Excel VBA and proprietary tools, reducing delivery time by 35%.
- Led end-to-end report production for global tracking studies across finance, automotive, insurance, and healthcare.
- Collaborated with international stakeholders (IPSOS, Nielsen, J.D. Power) to deliver marketing research insights.
- Applied statistical methods (t-tests, Z-tests, correlation, weighting) to distill insights from large-scale survey data.
- Refined raw datasets (SPSS, CSV) to generate client-ready data views and delivered automated PowerPoint reports across multiple research waves.
- Ensured statistical integrity by auditing data visualizations and outputs.

Analyst

Apr 2014 – Dec 2016

- Generated PowerPoint and Excel reports; automated deliverables using Excel macros for large-scale trackers.
- Coordinated cross-location teams for timely delivery.
- Developed training SOPs to improve productivity.

Associate – Research & Analytics

Dec 2012 – Apr 2014

- Delivered clean, client-ready reports by transforming raw datasets into visual outputs under tight timelines.
- Built proficiency in tools like SPSS, Excel, and internal charting systems while learning core research workflows.
- Actively supported senior team members through QA tasks and internal documentation efforts.

SKILLS

- **Skills:** Data Analysis; Market Research Reporting; Excel Automation (VBA, Macros); PowerPoint Automation; SPSS; Google Sheets & Docs; Data Cleaning & Transformation; Statistical Testing; Infogram; Report Quality Assurance; Cross-functional Collaboration; Client Communication; Workflow Optimization; Training.